

DREAM IT. PLINQIT. DO IT.
MARKETING KIT

2025



CAMPAIGN OVERVIEW

A Friendly Compliance Reminder

We're excited to share these customizable marketing materials with you to help promote Plinqit's automated savings platform! Our goal is to provide engaging content that makes it easy for you to connect with your audience while ensuring everything aligns with your institution's policies and regulatory requirements.

As with any marketing materials, we encourage you to have your compliance and marketing teams review them before launch to ensure they meet your institution's specific requirements. Every financial institution has unique regulatory obligations, and a quick review will help confirm that all necessary disclosures and compliance considerations are addressed.

We're here to support you and want to make this process as smooth as possible. If you have any questions, please don't hesitate to reach out. We truly appreciate your partnership and look forward to making this campaign a success together!

ACCESSING FILES

Canva**Template**

Our Canva templates are designed to be both customizable and easy to use. To get started, simply click the template button to open it in Canva. From there, you can easily customize the text, images, and colors to match your brand and your message. With Canva's intuitive drag-and-drop interface, you can create beautiful designs in just minutes.

**Zipped File**

Click on the link to download the file to your computer. Once the file has finished downloading, locate it in your computer's downloads folder or wherever you saved it.

Extract the contents: To access the files inside the zipped file, you will need to extract, or unzip, them.

**Request Upload**

Prefer to use your own secure file transfer system? Click "Request Upload" to complete the form.

CAMPAIGN OVERVIEW

Freshen up your marketing and advertising with a professionally designed Plinqit campaign. You'll have everything you need to generate engagement and reinforce your brand, plus attract new customers, with Plinqit marketing.

The new campaign features positive, can-do messaging that's persuasive and fun. It's a great start for the new year, a great mid-year reminder, or any time of year!

Who:	Social Channels: Consumers who want to achieve financial goals through automated savings and improve their financial wellness. Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Dream it. Plinqit. Do it. Campaign
When:	Anytime
Where:	Social Channels Customer Email FI Website Online/Mobile Banking Ads In Branch
Why:	Raise awareness using straightforward savings strategy encouraging automated savings with Plinqit.
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buckslips Optional: Paid advertising

MESSAGING

Graphics and captions can be used for posts, stories, or reels.

Dream it. Plinqit. Do it.

Fresh savings goals start with fresh dreams. Put your savings on automatic and watch your dreams come to life! Sign up for Plinqit in minutes, and start off the year with savings.

[CTA button] Start today (Add your banking URL to CTA)

Dream it. Plinqit. Do it.

Reduce temptation by automating your savings. Out of sight, out of mind...until it's time to make your dreams a reality. This time you'll be ready for it!

[CTA button] Sign up now (Add your banking URL to CTA)

Dream it. Plinqit. Do it.

Saving for big and little goals starts with setting up your automated Plinqit savings goal. Stop stressing over your savings. Let Plinqit do the work for you and earn extra cash in the process!

[CTA button] Try Plinqit today (Add your banking URL to CTA)

For your email or e-newsletter, please feel free to use some or all of the following messaging.

- Fresh savings goals start with fresh dreams. Put your savings on automatic and watch your dreams come to life! Log in to your online banking to sign up for Plinqit in minutes, and start off the year with savings.
- Plinqit is easy to set up, and you can earn cash rewards for watching videos or reading short articles on financial wellness topics like how to understand your FICO score, best ways to budget, and more. Log in to online banking to sign up.
- If you tend to pay bills late or aren't saving enough, automating your finances can help you better manage your money. Enroll through your online banking.
- Join thousands of users who have reached their savings goals with Plinqit. Log in to your online banking to sign up and start saving smart.

Note: Make sure there are plain-text alternative versions for emails to allow access for customers using screen readers.

SOCIAL GRAPHICS

Attention-getting images plus a memorable tagline.
All you need is to add your logo!

1080px x 1080px



Remember, it's a best practice to
add custom alt text to images
when posting to socials.

Canva

[Template](#)

940px x 388px



Canva

[Template](#)



[Zipped File](#)



[Request Upload](#)

WEB BANNERS

Sizes 600px x 200px, 4500px x 1250px, 6912px x 3456px

600px x 200px



4500px x 1250px



6912px x 3456px



[Zipped File](#)



[Request Upload](#)



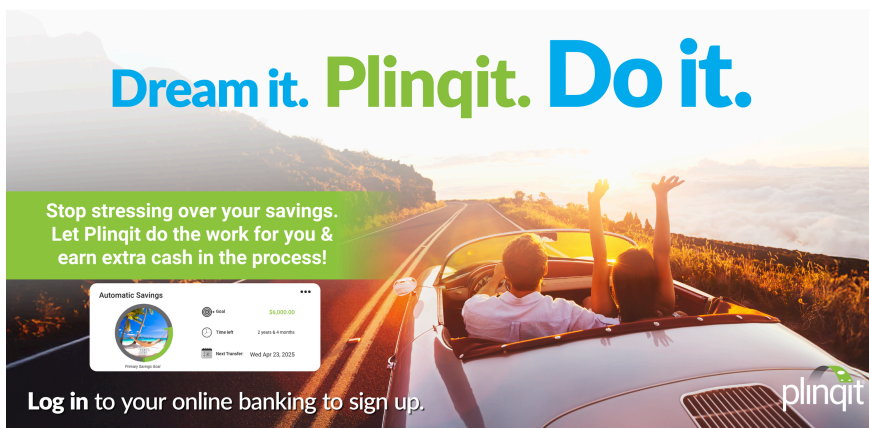
TV SCREENS

Sizes 1920px x 1080px, 4770px x 2325px, 8000px x 4250px

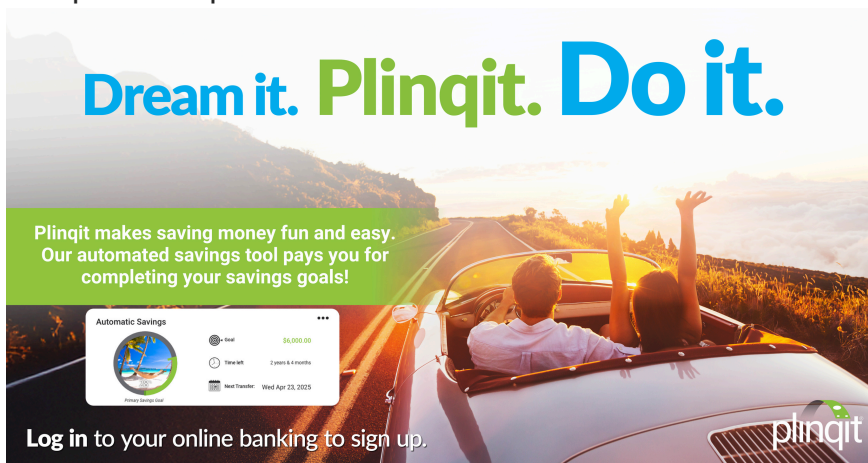
1920px x 1080px



4770px x 2325px



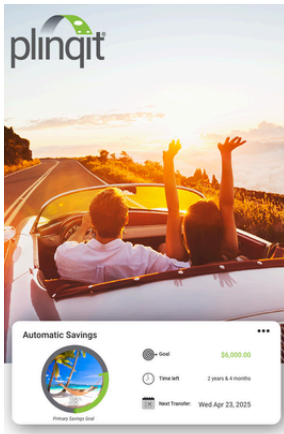
8000px x 4250px

[Zipped File](#)[Request Upload](#)

DISPLAY ADS

Sizes 160px x 600px, 300px x 50px, 300px x 250px, 600px x 315px,

160px x 600px



Dream it.
Plinqit.
Do it.

Plinqit makes saving money fun and easy. Our automated savings tool pays you for completing your savings goals!

Log in

to your online banking to sign up.

600px x 315px



300px x 250px



300px x 50px

Dream it. Plinqit. Do it.

Stop stressing over your savings.
Let Plinqit do the work for you
& earn extra cash in the process!

Log in to your online banking to sign up.



[Zipped File](#)



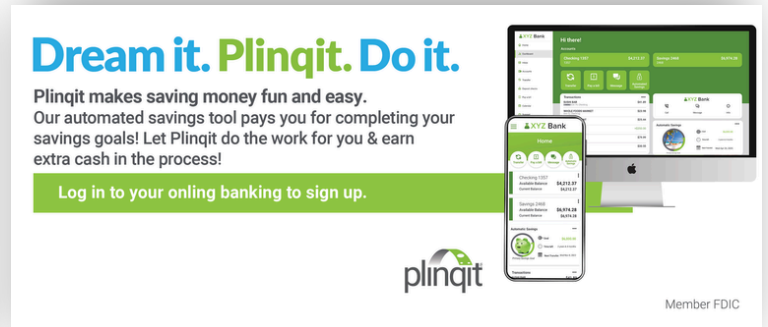
[Request Upload](#)



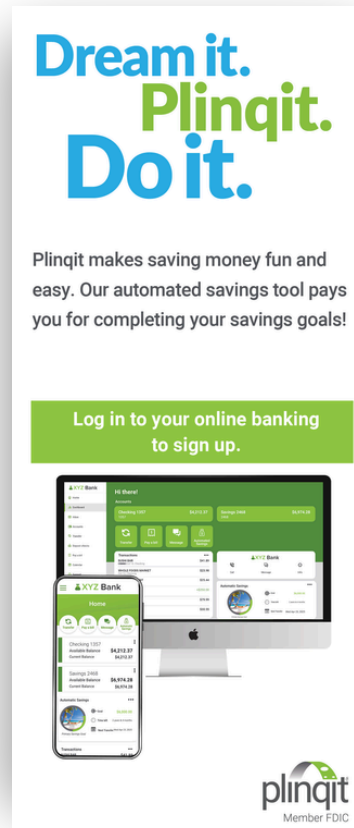
BUCKSLIPS

Sizes Horizontal 8.5in x 3.67in Vertical 3.67in x 8.5in

Horizontal 8.5in x 3.67in



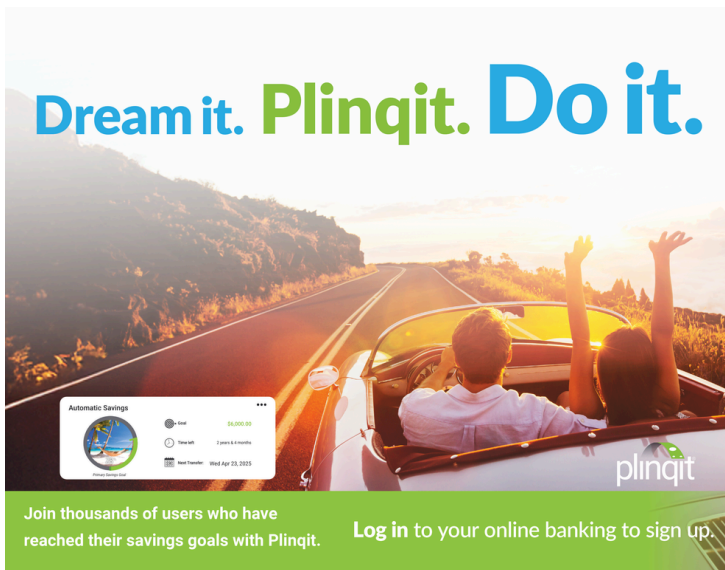
Vertical 3.67in x 8.5in

[Zipped File](#)[Request Upload](#)

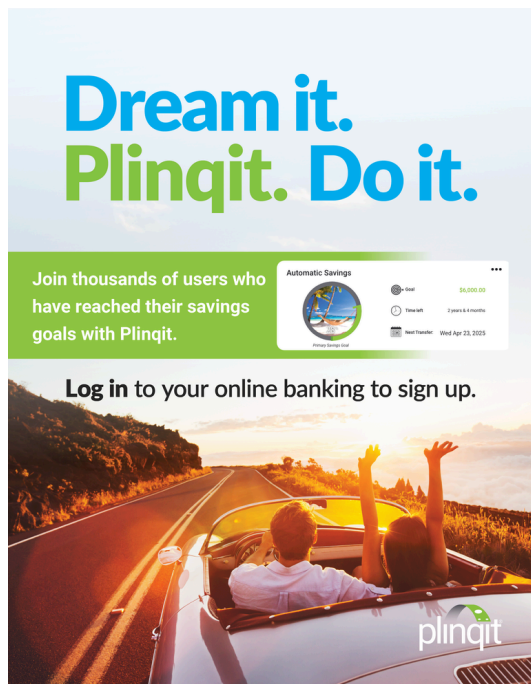
POSTER

Sizes Horizontal , 11in x 8.5in.Vertical 8.5in x 11in

Horizontal 11in x 8.5in.



Vertical 8.5in x 11in

[Zipped File](#)[Request Upload](#)